

## ORDER



Orders	Order / Rev:	102139	Primary AE:	Amy McCreary
	Alt Order #:	06815978	Sales Office:	BLPHI
	Product Desc:	JOE HECK 4 CONGRESS	Sales Region:	National
	Estimate:	2214		
	Flight Dates:	10/22/12 - 10/28/12		
	Original Date / Rev:	05/24/12 / 05/25/12		
	Order Type:	GENERAL		

Agency	Name:	Strategic Media Placement, Inc.	Billing Type:	Cash
	Buying Contact:		Billing Calendar:	Broadcast
	Billing Contact:		Billing Cycle:	EOM/EOC
		7669 Stagers Loop	Agency Commission:	15%
		Delaware, OH 43015		

Advertiser	Name:	Heck for Joe for Congress	New Business Thru:	
	Demographic:	A35+	Order Separation:	00:15:00
	Product Codes:	PLC02	Advertiser External ID:	
	Priority:	SELECT PRIORITY CODE	Agency External ID:	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN		

Bill Plan					Totals				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/28/12	87	\$39,725.00	\$33,766.25	October 2012	87	\$39,725.00	\$33,766.25	0.00
					Totals	87	\$39,725.00	\$33,766.25	0.00

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$39,725.00
Market	100%	\$107,364.86

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$28,988.51
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$21,472.97
KTUD	0%	\$0.00
KVVU	16%	\$17,178.38
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/22/12	10/28/12	M-F 5-6a WakeUp w/Wa@M	5-6a		MTWTF--	:30	5	\$200.00	2	0.00	NM	5	\$1,000.00
M-F 5-6a WakeUp w/Wagners															
NEWS															
<u>Start Date</u>		<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
Week: 10/22/12		10/28/12		MTWTF--		5		\$200.00		0.00					

Order / Rev: 102139  
Alt Order #: 06815978  
Flight Dates: 10/22/12 - 10/28/12

Advertiser: Heck, Joe for Congress  
Product Desc: JOE HECK 4 CONGRESS  
Estimate: 2214

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/22/12	10/26/12	M-F 5-6a WakeUp w/WagM M-F 5-6a WakeUp w/Wagners	5-6a		MTWTF--	:30	5	\$200.002	0.00	NM	5	\$1,000.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$200.00 0.00														
E 2	KSNV	10/22/12	10/26/12	M-F 6-7a WakeUp w/WagM M-F 6-7a WakeUp w/Wagners	6-7a		MTWTF--	:30	10	\$475.002	0.00	NM	10	\$4,750.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 10 \$475.00 0.00														
E 3	KSNV	10/22/12	10/26/12	Today Show Today Show	CM	658a-9am	MTWTF--	:30	10	\$500.002	0.00	NM	10	\$5,000.00
<b>TODAY</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 10 \$500.00 0.00														
E 4	KSNV	10/22/12	10/26/12	M-F Today Show II 3rd 10M M-F Today Show II	9-10a		MTWTF--	:30	5	\$225.002	0.00	NM	5	\$1,125.00
<b>TODAYII</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$225.00 0.00														
E 5	KSNV	10/22/12	10/26/12	M-F Today Show III 4th 10M Today 4th Hour	10am-11am		MTWTF--	:30	5	\$175.002	0.00	NM	5	\$875.00
<b>TODAYIII</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$175.00 0.00														
E 6	KSNV	10/22/12	10/26/12	Noon News Noon News	CM	12-1230pm	MTWTF--	:30	5	\$225.002	0.00	NM	5	\$1,125.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$225.00 0.00														
E 7	KSNV	10/22/12	10/26/12	Dr. Phil Dr Phil	CM	3-4p	MTWTF--	:30	2	\$250.002	0.00	NM	2	\$500.00
<b>PHIL</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 2 \$250.00 0.00														
E 8	KSNV	10/22/12	10/26/12	M-F Early News M-F Early News	CM	5-630p	MTWTF--	:30	15	\$575.002	0.00	NM	15	\$8,625.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 15 \$575.00 0.00														
E 9	KSNV	10/22/12	10/26/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	MTWTF--	:30	5	\$795.002	0.00	NM	5	\$3,975.00
<b>JEP</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$795.00 0.00														
E 10	KSNV	10/22/12	10/26/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	MTWTF--	:30	5	\$795.002	0.00	NM	5	\$3,975.00
<b>WHEEL</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$795.00 0.00														
E 11	KSNV	10/22/12	10/26/12	Face to Face w/ Ralston CM Face to Face w/ J.Ralston	CM	730-758pm	MTWTF--	:30	5	\$450.002	0.00	NM	5	\$2,250.00
<b>FACE</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$450.00 0.00														
E 12	KSNV	10/22/12	10/26/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$575.002	0.00	NM	5	\$2,875.00
<b>NEWS</b>														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
Week: 10/22/12 10/28/12 MTWTF-- 5 \$575.00 0.00														
E 13	KSNV	10/22/12	10/26/12		CM	1135p-1237a	MTWTF--	:30	3	\$275.002	0.00	NM	3	\$825.00

Order / Rev: 102139  
Alt Order #: 06815978  
Flight Dates: 10/22/12 - 10/28/12

Advertiser:	Heck, Joe for Congress
Product Desc:	JOE HECK 4 CONGRESS
Estimate:	2214

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
				LENO											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	MTWTF--		3			\$275.00	0.00					
E 14	KSNV	10/27/12	10/28/12	Sa-Su News 3 at ElevenCM		11pm-1135pm		:30	2	\$525.00	2	0.00	NM	2	\$1,050.00
				Sa-Su News 3 at Eleven											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----SS		2			\$525.00	0.00					
E 15	KSNV	10/27/12	10/27/12	News 3 Sunrise - SATURDAY		6a-7a		:30	1	\$200.00	2	0.00	NM	1	\$200.00
				News 3 Sunrise SATURDAY											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1			\$200.00	0.00					
E 16	KSNV	10/27/12	10/27/12	Saturday Today	CM	7a-9am		:30	1	\$325.00	2	0.00	NM	1	\$325.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1			\$325.00	0.00					
E 17	KSNV	10/28/12	10/28/12	Sunday Today	CM	7a-8am		:30	1	\$250.00	2	0.00	NM	1	\$250.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1			\$250.00	0.00					
E 18	KSNV	10/28/12	10/28/12	Meet the Press	CM	8a-9am		:30	1	\$650.00	2	0.00	NM	1	\$650.00
				Meet the Press											
				MTP											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S		1			\$650.00	0.00					
E 19	KSNV	10/27/12	10/27/12	Sa-Su Early News	CM	5pm-630pm		:30	1	\$350.00	2	0.00	NM	1	\$350.00
				Sa-Su Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>					
		Week: 10/22/12	10/28/12	-----S-		1			\$350.00	0.00					